

WHAT IS CLAIMED IS:

1. An intermediate for a postcard mailer, comprising:

a quadrate sheet of paper having parallel top and bottom edges, parallel first and second side edges perpendicular to the top edge and first and second faces;

at least first, second and third fold lines parallel to said top and bottom edges dividing said sheet into at least first, second, third, and fourth panels, said first and fourth panels being substantially the same size and said second and third panels being substantially the same size;

first adhesive areas provided on the second face of at least one of said first and fourth panels, and on the second face of at least one of said second and third panels for substantially permanently adhering mutually facing portions of said first and fourth panels and mutually facing portions of said second and third panels together as respective first and second postcard plies when said sheet is double V-folded about said fold lines.

2. An intermediate for a mailer-type business form as in claim 1, further comprising a second adhesive for securing said first and second postcard plies together as an outgoing mailer.

3. An intermediate for a mailer-type business form as in claim 2, wherein said second adhesive comprises a second adhesive pattern, defined on the first face of at least one of said first and second panels for holding said panels in opposed facing relation.

4. An intermediate for a mailer-type business form as in claim 1, wherein the first adhesive areas are provided about a periphery of said mutually facing portions.

5. An intermediate for a mailer-type business form as in claim 1, wherein the first adhesive areas provided on the second face of at least one of said first and fourth panels are provided adjacent side, top and bottom edges thereof, and the first adhesive areas provided on the second face of at least one of said second and third panels are provided adjacent side edges thereof.

6. An intermediate for a mailer-type business form as in claim 1, further comprising an outgoing address area defined on said first face of said third panel.

7. An intermediate for a mailer-type business form as in claim 1, wherein said first through fourth panels are each substantially free from lines of weakness.

8. An intermediate for a mailer-type business form as in claim 1, further comprising an area for semi-confidential information on the first face of said second panel.

9. An intermediate for a mailer-type business form as in claim 1, further comprising a reply address area defined on said first face of one of said first and fourth panels.

10. A double postcard size mailer including an integral laminated postcard size reply mail piece which is detachable from said mailer, said mailer comprising:

a quadrate sheet of paper having parallel top and bottom edges, parallel first and second side edges perpendicular to the top edge and first and second faces;

at least first, second and third fold lines parallel to said top and bottom edges dividing said sheet into at least first, second, third, and fourth panels, said first and fourth panels being substantially the same size and said second and third panels being substantially the same size;

first adhesive areas provided on the second face of at least one of said first and fourth panels, and on the second face of at least one of said second and third panels for substantially permanently adhering mutually facing portions of said first and fourth panels and mutually facing portions of said second and third panels together as respective first and second postcard plies when said sheet is double V-folded about said fold lines; and

a second adhesive for securing said first and second postcard plies together as an outgoing mailer;

said sheet being folded such that (1) said second surfaces of said first and fourth panels lie in contact and are adhered together by said first adhesive pattern to form said postcard size reply mail piece, and (2) said second surfaces of said second and third panels lie in contact and are adhered together by said first adhesive pattern to defining a postcard size outgoing mail piece, and (3) said first surfaces of said first and

second panels lie in contact and are held together by said second adhesive.

11. A double postcard size mailer as in claim 10, wherein said second adhesive comprises a second adhesive pattern, defined on the first face of at least one of said first and second panels for holding said panels in opposed facing relation.

12. A double postcard size mailer as in claim 10, wherein said second adhesive comprises at least one adhesive tab for holding mutually aligned edges of said first and second postcard plies together as an outgoing mailer.

13. A double postcard size mailer as in claim 10, wherein the first adhesive areas are provided about a periphery of said mutually facing portions.

14. A double postcard size mailer as in claim 10, wherein the first adhesive areas provided on the second face of at least one of said first and fourth panels are provided adjacent side, top and bottom edges thereof, and the first adhesive areas provided on the second face of at least one of second and third panels are provided adjacent side edges thereof.

15. A double postcard size mailer as in claim 10, wherein said first adhesive pattern comprises pressure activatable adhesive.